

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending 29 JUL 1972
(Insert date)

Name of Registrant

Development Counsellors Intl., Ltd.

Registration No. 1421

Business Address of Registrant

20 East 46 Street, New York, N. Y. 10017

I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in Item 1.

not applicable

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

not applicable

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
not applicable				

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐ not applicable

If yes, identify each such person and describe his services.

not applicable

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
not applicable		

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?
Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Position or connection	Date connection began
not applicable			

II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

not applicable

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish following information:

Name and address of foreign principal

Date acquired
3/1/72

Trinidad & Tobago Tourist Board
Port of Spain, Trinidad, West Indies

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Nova Scotia Department of Industry & Trade Corp.
Halifax, Nova Scotia, Canada

Trinidad & Tobago Industrial Development
Port of Spain, Trinidad, West Indies

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Nova Scotia Department of Trade & Industry	} ----see attached monthly activity reports describing our services on behalf of these foreign principals
Trinidad & Tobago Industrial Development Corp.	
Trinidad & Tobago Tourist Board	

¹ The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

not applicable

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes ☐ No ☒

If yes, describe fully.

not applicable

² The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

Date	From Whom	Purpose	Amount
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(see attached listing of receipts-monies from foreign principals.)

Total

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date Received	Description of thing of value	Purpose
not applicable			

³ A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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(see attached listing of ^{disbursements} ~~monies~~ ~~transmitted~~ ~~for~~ foreign principals)

Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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not applicable

(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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not applicable

V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

not applicable

⁵ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?

Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

not applicable

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following: not applicable

☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches

☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups: not applicable

☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups

☐ Other (specify) _____

21. What language was used in this political propaganda: not applicable

☐ English ☐ Other (specify) _____

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?

Yes ☐ No ☐ not applicable

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐ not applicable

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

Yes ☐ No ☐ not applicable

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☒ No ☐

Exhibit B⁷ Yes ☒ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐ not applicable

If no, please attach the required amendment.

not applicable

⁶ The Exhibit A, which is filed on Form DJ-306, sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form DJ-304, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐ not applicable

If no, please attach the required amendment. not applicable

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

not applicable

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Ted M. Levine

Ted M. Levine, President

Emanuel T. Ellenis

Emanuel T. Ellenis, Vice Pres.

Subscribed and sworn to before me at 20 East 46 Street, New York, N. Y. 10017

this 29 day of August, 19 72

Walter R. Siegel

(Signature of notary or other officer)

WALTER R. SIEGEL
NOTARY PUBLIC, State of New York
No. 93-378400
Appointed for Bronx County
Commission Expires March 30, 1973

My commission expires _____, 19 73

⁸ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Internal Security Division, Department of Justice, Washington, D.C. 20530.)



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

February 29, 1972

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
5670 Spring Garden Road
Halifax, Nova Scotia, Canada

Dear Stew:

Here are highlights of DCI's public relations and promotional activities on behalf of the Nova Scotia Information Service for the month of February:

1. Wall Street Journal

Sent Premier Regan's IEA speech to editor for possible use in "Notable & Quotable" section.

2. New York Times

Interested editor of Op-Ed Section in possible use of Mr. Regan's IEA speech. Publication expected within two weeks.

3. Industry Week

Published good story and photo on Mr. Regan's appearance before the International Executives Association in New York.

4. American Metal Market

Ran four column headline and photo on the Premier's talk before the IEA.

5. American Banker

DCI placed 1500 word article for the Premier on Nova Scotia's investment potential for U.S. investors.

6. National Geographic News Bulletin

Published feature on Nova Scotia oil boom which was sent to 3000 U.S. newspapers, TV and radio stations.

7. Distribution World-Wide

Arranged for Jim Dixon, Managing Editor, to visit Halifax March 12-14 to do story on Autoport and the container port.

(more)

8. Container News

Arranged for NSIS to send color transparencies for possible use on April cover. Also sent editor containerport story under F.H. Howard's by-line.

9. Journal of Commerce

Interested editor George Telfer in containerport story for April Annual shipping review supplement.

10. Michelin Tire

Sent photo/caption story to U.S. business and tire trade publications.

11. Nova Scotia Travel Promotions

Handled all arrangements for highly successful travel editor and tour operator functions in New York and Philadelphia. Photo appeared in Halifax Chronicle Herald.

12. Universe Japan

Alerted wire services, N.Y. Times, Business Week on arrival of world's second largest cargo ship at the Strait. UPI requested special servicing; sent photos to media upon receipt in New York.

13. U.S. TAX ANALYSIS

Sent Premier Regan analysis of state-by-state tax increase trends.

14. Tuna Cup Match Publicity

Philadelphia Inquirer, Westerly, Rhode Island Sun and San Antonio, Texas Light published DCI's story announcing a much larger match in 1972.

Stew, that's it for February.

Sincerely,

Manny Ellenis



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

March 31, 1972

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Hollis Building
Hollis & Sackwell Streets
Halifax, N.S., Canada

Dear Stew:

Here is our report covering highlights of public relations activities on behalf of the Nova Scotia Government for the month of March:

1. New York Times

Op-Ed Editor John Van Dorn reports he will be using excerpts from Premier Regan's IEA speech in April to coincide with President Nixon's trip to Canada.

2. Distribution World-Wide

Managing Editor, Jim Dixon, who went to Nova Scotia at our suggestion, reports he will be writing three separate features covering:

- a. Autoport
- b. Halicon
- c. To be announced new feeder service.

3. Los Angeles Commercial News

Placed Nova Scotia article by Premier in upcoming World Trade Issue. Allen Cook handling.

4. Premier Regan's New York Appearance in May

Following Mr. Regan's appearance on the Barry Farber WOR Radio Show covering 38 states and the Atlantic Provinces, the Community Church of New York asked us whether Mr. Regan might address their May 31 meeting. Now working out with the Premier's Press Secretary.

5. American Banker

Placed article by Mr. Regan in May issue devoted to Canada. Story being written by Premier's Office.

more

6. Handling & Shipping

Ran Halifax containerport story and picture in March issue.

7. Journal of Commerce

Placed Halicon story in Annual Shipping and World Trade Issue supplement. Provided background material and photos.

8. Tourism Publicity

Major stories in Travel Weekly and Travel Agent appeared as the result of DCI work on Nova Scotia travel promotions in New York and Philadelphia.

Also arranged for the Deputy Minister of Tourism to appear as a speaker before the New York University Travel Industry Seminar. Serviced pictures to Nova Scotia press.

9. National Geographic News Service

DCI arranged oil boom story which was sent to 3000 U.S. papers, tv and radio stations.

Appearances so far include the Alexandria, Va. Gazette, Hazelton, Pa. Standard Speaker.

10. Miscellaneous

. Stories on Nova Scotia's plans to double tuna cup match contestants have appeared in a number of U.S. publications including the Toledo Ohio Blade.

. Railway Age ran a piece on the new Autoport facility.

That's it for March.

Sincerely,

Manny Ellenis

ME:jir



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

RECEIVED
TRINIDAD & TOBAGO I.D.C.
SEP 1 9 38 AM '72
REGISTRATION SECTION

March 1, 1972

Clyde S. Nansoo
North American Director
Trinidad & Tobago I.D.C.
400 Madison Avenue
New York 10017

Re: DCI Report of Monthly Activities on behalf of the
Trinidad & Tobago I.D.C., February 1972

Dear Clyde:

There was a step up this month in terms of advertising
publication and public relations activities. Following are
highlights:

- (1) Prepared IDC advertisement #4, Dr. Chandool.
- (2) Earlier subjects appeared during the month in the WALL STREET JOURNAL, N.Y. TIMES, JOURNAL OF COMMERCE and BLACK ENTERPRISE.
- (3) Worked on revision of media schedule for the balance of 1972 utilizing four advertisements.
- (4) Received photographs on first Tobago subject, Neville Miranda. After discussions with North American Director, recommended that this be considered as subject for 1973.
- (5) Special letter to electronics companies in the Northeastern United States was sent out toward month's end.
- (6) Arranged with BLACK ENTERPRISE Magazine special promotion of our advertising to black owned banks and other financial organizations with influence in this community.
- (7) Wrote and sent special article on Trinidad & Tobago investment promotion opportunities and activities to CARIBBEAN BUSINESS REVIEW. Slated for front page treatment.
- (8) Made final arrangements for appearance by North American Director in early March NYU Travel Management Seminar outlining travel investment opportunities in Trinidad & Tobago. Excellent press attendance expected.

- (9) Wrote and distributed special inquiry aimed release on the IDC February newsletter. Expect good long term response on this.
- (10) Carried out discussions with North American Director about the problem of follow-up material on inquiries created by advertising, promotion and public relations. Offered to write such material if not available from Trinidad & Tobago.
- (11) Made all arrangements on probable National Press Club "Trinidad & Tobago Night" in April. This would combine both industrial and tourism elements.
- (12) Discussed with the JOURNAL OF COMMERCE possibility of special Trinidad & Tobago combined tourism and industrial development section.
- (13) Arranged special article for LOS ANGELES COMMERCIAL NEWS bylined by the North American Director to appear in May special international trade issue.

Attached is our bill for services in connection with these advertisements and allied editorial placement and promotional materials under our relationship with the Trinidad & Tobago Industrial Development Corp.

Sincerely,



Ted M. Levine
President

Encl.



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

March 31, 1972

Clyde S. Namsoo
North American Director
Trinidad & Tobago I.D.C.
400 Madison Avenue
New York 10017

Re: DCI Report of Monthly Activities on Behalf of the
Trinidad & Tobago I.D.C., March 1972

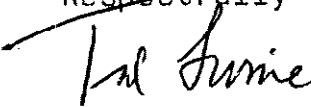
Dear Clyde:

Following are the highlights of work completed during the month of March for the I.D.C.

- (1) Sent special inquiry-aimed release on the I.D.C. Newsletter to a wide spectrum of business and industrial publications.
- (2) Carried out discussions and received proposal for special JOURNAL OF COMMERCE supplement on Trinidad & Tobago industrial potential. Recommended this special project because of low cost and good coverage.
- (3) Already scheduled I.D.C. ads appeared in BLACK ENTERPRISE, ELECTRONICS, SITE LOCATION FILE.
- (4) Placed advertisements in April in AREA DEVELOPMENT MAGAZINE (see final remarks this report on future media selection).
- (5) Produced special I.D.C. advertisement #4 on Dr. Chandool.
- (6) Researched tariff information on Trinidad & Tobago garment exports to the U.S. at the suggestion of the North American Director.
- (7) Carried out detailed arrangements for National Press Club "Trinidad & Tobago Night" (combining both I.D.C. and Tourist Board appeals) with the North American Director. This major event is now scheduled for April 18.
- (8) North American Director appeared with DCI president at New York University Travel Management Seminar outlining travel investment opportunities in Trinidad & Tobago. Excellent attendance and numerous favorable comments.

- (9) CARIBBEAN BUSINESS REVIEW Article already placed by DCI reportedly came out this month; we are supposed to receive copy.
- (10) Also during the month discussed with North American Director past due bills by I.D.C. to DCI. According to our records these cover in toto: January, \$9,847.60; February, \$13,554.40; total \$23,402. The North American Director at this writing has not received the requisite funds, and for this reason some ads formerly scheduled for April have been postponed with the concurrence of the North American Director. We understand that this situation will be remedied toward the beginning of April.

Respectfully submitted,


Ted M. Levine
President

Encl.



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

April 30, 1972

Clyde S. Nansoo
North American Director
Trinidad & Tobago Industrial Development Corp.
400 Madison Ave.
New York 10017

Re: DCI report of monthly activities on behalf of the
Trinidad & Tobago I.D.C., April 1972

Dear Clyde:

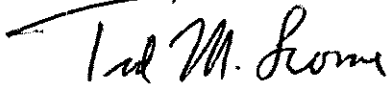
Our schedule of activities for the IDC North American promotion program continued particularly strong during the month of April. Following is a rundown of advertising publication and public relations activities:

- (1) Arranged for placement of IDC advertisement #4 on Dr. Chandool in the SCIENTIFIC AMERICAN scheduled to run in June 1972. Further advertising placements have been postponed until reimbursement for past placements has been received.
- (2) Continued exploration with CARIBBEAN BUSINESS REVIEW staff of special issue on Trinidad & Tobago's industrial development program.
- (3) Held further meetings with North American Director in which a special section of the JOURNAL OF COMMERCE was discussed with emphasis on using this prestige publication as follow-up promotional material on Trinidad & Tobago.
- (4) Arranged for series of press people to attend presentation during the month by Mr. Primus of the IDC before the Trinidad & Tobago Chamber of Commerce in the USA. Among those contacted and attending: AMSTERDAM NEWS, CARIBBEAN BUSINESS REVIEW, CARIBBEAN REPORT, CARIBBEAN ECHO, JOURNAL OF COMMERCE.
- (5) During the month had several discussions and made final arrangements for April 18 National Press Club "Trinidad & Tobago Night" in Washington, D.C., which featured appearances by several I.D.C. officials.

Included in detailed discussions and arrangements:

- a. Entertainment by Trinidad & Tobago steel band supplied by Embassy in Washington.
 - b. Menu and beverages relating to Trinidad & Tobago.
 - c. Special decorations: menus, posters, table settings, signs.
 - d. Photographic and news coverage of the event.
 - e. Advice on remarks to be given by speakers.
- (6) Arranged for special address by North American Director before prestigious group of New York Community Church members (Communitarians) involving Trinidad & Tobago's industrial development plans and potentials. Included photographic and news coverage.
- (7) Further discussions concerning possible industrial press tour to Trinidad & Tobago at the time of the 10th Anniversary celebrations in August.

Sincerely,



Ted M. Levine
President

Encl.



Development Counsellors International, Ltd.

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

May 31, 1972

Clyde S. Namssoo
North American Director
Trinidad & Tobago Industrial Development Corp.
400 Madison Ave.
New York, N.Y. 10017

Re: DCI report of monthly activities on behalf of the
Trinidad & Tobago I.D.C., May 1972

Dear Clyde:

Following is a rundown of advertising publications and public relations activities during the month:

- (1) DCI was informed by Mr. Namssoo around mid-month of a major budget cutback and for this reason all pending advertising placement was discontinued with the exception of the June SCIENTIFIC AMERICAN which could not be done for technical and production reasons.
- (2) Working with the North American Director, made tentative arrangements for visitation by CARIBBEAN BUSINESS REVIEW in the summer of 1972.
- (3) Held meetings with the North American Director on prospective special section of the JOURNAL OF COMMERCE with emphasis on possible follow-up use.
- (4) Wrote special press release on North American Director's appearance before the Desk & Derrick Club.
- (5) At the suggestion of the North American Director, developed a recommended I.D.C. advertising schedule for Canada in the fall of 1972.
- (6) After discussions with the North American Director, recommended two follow-up materials for suspects and prospects who have responded to advertising or promotion in the past:
 - a. Special facts brochure on electrical-electronics industry.
 - b. Special facts brochure on the apparel and textile industries.
- (7) Carried out detailed discussion with North American Director on approved U.S. press trip to Trinidad for Independence Anniversary including recommendations as to media, timing, scheduling, materials and follow-up.

- (8) Made recommendations to the North American Director on possible future advertising with North American Publishing Co.
- (9) Among additional recommendations to the North American Director:
 - a. Possible joint publicity with Marriott Hotel Corporation on major pending investment in Tobago.
 - b. Completion of office redesign by appropriate including sketches and estimate.
 - c. Visitation to the new Puerto Rico Marketing Corporation office of possible future relevance to Trinidad & Tobago.
- (10) At month's end we were requested by the North American Director to provide him with estimates as to the pending balance of the budget based on a 1972 total of \$40,000. The total for the period, including current and committed bills amounts to \$40,309. Discussions were held with the North American Director as to the possibility of future allocations.

Respectfully submitted,



Ted M. Levine
President

Encls.

July 10, 1972

Mr. John M. Hackshaw
Manager
Trinidad & Tobago Tourist Board
400 Madison Avenue
New York, N.Y.

Re: RAPID SUMMARY, ADVERTISING & PROMOTION PROJECTS OF THE
TRINIDAD & TOBAGO TOURIST BOARD

Dear John:

As you suggested, we have attached here a brief list of projects we have completed thus far under our contract with the Trinidad & Tobago Tourist Board.

1. Sent story to top U.S. papers and travel trade press announcing new dates for Carnival.
2. Arranged for exclusive interview of Mr. Bain by Mary Ann Jung of TRAVEL WEEKLY. Comprehensive story appeared.
3. Story on heavy U.S. promotion of first off-season Carnival.
4. Feature story quoting John Hackshaw on "Trinidad & Tobago: A Year-Long Carnival." Sent with Carnival picture.
5. Inquiry getting release and photograph offering new package tour folder and information folders. Sent with photograph of Mature Bay.
6. Ordered full set of pictures from Port-of-Spain representative on general and black travel.
7. Wrote special stories for the National Press Club News Bulletin which appeared in five different editions. NPC Bulletin circulated to 5000 top newsmen in U.S. and abroad.
8. Provided special material to freelance writer Morris Weeks, Jr., whose story on Tobago appeared in the Sunday N.Y. Times, May 14, 1972.
9. Arranged for photographic services at National Press Club Trinidad & Tobago Night which appeared in travel trade press and in Port of Spain.

10. Arranged for photographi services at luncheon for cruise ship operators; appeared in travel trade press and in Trinidad.
11. Arranged for photographic coverage of Trinidad & Tobago presentation to tour operators in New York and Washington. Appeared widely in trade press and in Trinidad. TRAVEL WEEKLY covered also.
12. Arranged for photographic coverage of WTDP-TV show in Washington, D.C. featuring Trinidad & Tobago Tourist Board guests. Appeared in travel trade press.
13. Arranged tie-in program with Disney Productions to release story on Tobago at time of appearance of "Swiss Family Robinson" rerelease in various U.S. and Canadian cities.
14. Arranged for appearance by Mighty Robin before N.Y. Travel Writers Association 25th Annual Ball as Trinidad & Tobago promotion. Arranged photo service which appeared in Trinidad press.
15. Arranged special reprinting of N.Y. NEWS feature story on Trinidad & Tobago by publication for use by N.Y. Tourist Board Office.
16. Assisted authors of "Follow The Sun To The Good Life" travel book in arrangements for their editorial visit to Trinidad & Tobago.
17. Serviced release to run of travel and related press indicating that requests for news information on Trinidad & Tobago tourism is available from LCI.
18. Prepared release on winner of WWRL radio contest arrival in Trinidad & Tobago.
19. Prepared release on "Meet the People" advertising campaign for servicing in Trinidad and in the U.S.
20. Released story on availability of accommodations and events calendar on Trinidad & Tobago.
21. Arranged for Mighty Robin to appear on "Sounds of the Caribbean" on station WWRL as part of his U.S. appearance for Tourist Board promotion.
22. Sent WWRL tape to Trinidad & Tobago for possible local use.
23. Prepared recommended budget for advertising and promotion in the U.S. during 1973.
24. Prepared and followed up 10th Anniversary promotion suggestions.

25. Recommended various Ambakalla promotion activities as Trinidad & Tobago tourist attraction including press release, viewing by travel trade, travel trade press.
26. Suggested use of celebrities visiting Trinidad & Tobago in society column items in the U.S. & Canada.
27. Spoke with several media in terms of special Trinidad & Tobago tourism stories including ENCORE, NATIONAL BLACK NETWORK, AFRO-AMERICAN NEWSPAPERS.
28. Interviewed Trinidad calypsonian living in the U.S. in terms of possible use at travel-oriented events.
29. Supplied slides and script for travel trade slide presentation.
30. Prepared series of color travel posters, menu covers and shopping bags for use at Henry Davis Travel Show; National Press Club.
31. Prepared special carnival ad and carnival posters for use in U.S. media and as display at locations in both the U.S. and in Trinidad & Tobago.
32. Prepared special Carnival accommodations and calendar of events folder.
33. Prepared general question-and-answer vacation folder about Trinidad & Tobago including map and accommodations list and calendar of events.
34. Prepared, produced and placed schedule of advertisements and radio commercials to date in newspapers, consumer magazines, travel trade publications and radio stations according to media schedule approved by the Tourist Board.
35. Discussed with several inquirers use of Trinidad & Tobago photographs and slides for illustrative purposes.
36. Discussed with Pan Am possible Trinidad & Tobago window display in their Wall Street office.
37. Submitted sketches, script and suggestions at request of Tourist Board Chairman in terms of cruise ship arrivals in Port-of-Spain.
38. Began preparation of advertisements and sales promotion materials for fall campaign.

Sincerely,

Ted M. Levine

Nova Scotia
1/30/72 — 7/29/72

Receipts

1972		Total	Fee	Expense	
1	Feb 23	599067	3333 -	165767	1
2	Mar 10	454979	3333 -	121679	2
3	May 25	431361	3333 -	98061	3
4	1	645439	3000 -	345439	4
5	June 12	232438	166666	65772	5
6		2363284	1466566	896718	6
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Nova Scotia

1/29/72 - 7/29/72

Disbursements

1972	Name	Purpose	Amount	Total
Feb 3	Emanuel T. ELLen's	Expense	29.47	
	International Exec. Assn.	Press Conference Exp.	460 -	
8	David Blair Co., Inc.	Reproductions	4.01	
	Brown's Reproduction Serv.	"	18.73	
	King Cole Projection Serv.	Projectionist	69.44	
10	Media Distribution	Printing	63.70	
	Print-O-Matic	Photos	9.10	
	Todd Photo Print	"	12.09	
	Wide World Photos	"	309.95	
18	Emanuel T. ELLen's	Expense	20.15	
Mar 3	Emanuel T. ELLen's	"	18.75	
9	Ted M. Levine	"	4.10	
10	Emanuel T. ELLen's	"	18.50	
13	Unicorn Systems	Publicity	19.95	
15	York Directions	Photostats	17.39	
17	Aprons For Industry	Aprons	335.16	
24	Emanuel T. ELLen's	Expense	17.74	
	Public Relation Aids, Inc.	Publication	45 -	
Apr 6	Peter Glenn Publications	"	64.10	
10	Industry Week	"	25 -	
18	Burrelle Press Clipping Serv.	Press Clips	154.19	
	Wide World Photos	Photos	106.47	
20	York Direction	Photostats	5.35	
28	Piners Club	Expense	75.63	
Feb 8	Empire Typewriter	Special Type	16.05	
11	Aprons For Industry	Aprons	335.16	
15	Tenn Central	Transportation	56.70	
25	Emanuel T. ELLen's	Expense	44.96	
	Belleuve Strayford	Lodging	36.57	
Mar 2	James Hook & Co.	Lobsters	419.375	
9	Jos. Wasserman	Aprons	41.30	
14	Century Letter	Printing	77.54	
	Ira Furman	Customs & Freight	34 -	
15	King Cole Projection Serv.	Projectionist	102.72	
	Print-O-Matic	Photos	33.71	
	York Directions	Photostats	3.21	
Apr 6	Diane Amendolara	Typing	1.15 -	
14	"	"	50 -	
17	Evecar Inc.	Fare	73.44	
	Century Letter	Printing	212.15	
	Total Forward			\$32067

Nova Scotia

1/29/72 - 7/29/72

Disbursements

1972	Name	Purpose	Amount	Total
1	Apr. 20 Wide World Photos	Photos	20483	
2	21 Diane Amendolara	Typing	100 -	
3	Society of Magazine Writers	Membership	15 -	
4	28 Diane Amendolara	Typing	75 -	
5	May 5 " "	"	25 -	
6	19 Ted M. Levine	Expense	1340	
7	17 Diane Amendolara	Typing	50 -	
8	June 5 " "	"	25 -	
9	16 Media Distribution	Printing	37935	
10	Wide World Photos	Photos	5350	
11	July 11 Print-O-Matic	Printing	1338	
12	York Directions		1348	
13	14 Ted M. Levine	Expense	1430	
14	18 Emanuel T. Ellenis	"	2275	
15	19 Burrelle's Press Clipping	Press Clips	17291	
16		Page 2		122770
17		1		532067
18		Total		654837
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Trinidad & Tobago Industrial Development Corp.

1/1/72 - 7/1/72

Receipts

1972

RECEIPTS SECTION

Total

Fee

Expense

Jun 5

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Trinidad & Tobago I.D.C.

1/19/72 - 7/19/72

Disbursements

1972	Name	Purpose	Amount	Total
1 Mar 13	F. L. G. Graves Publishing Space		412335	
2 15	The Wall St. Journal	"	159536	
3 Apr 6	The Journal of Commerce	"	46172	
4	The New York Times	"	176120	
5 10	McGraw Hill Publications	"	151606	
6 17	Area Development	"	84133	
7 May 26	Business Review	"	41650	
8 June 16	Scientific American	"	433160	
9	Total			1504712
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Trinidad & Tobago Tourist Board

1/1/72 - 7/9/72

Receipts

1972	SEP 1 1972 REGISTRATION SECTION	Total	Fee	Expense
1 Apr 13		2732915	3900 -	2342915
2 May 15		1611611	3900 -	1221611
3 June 16		4240535	3900 -	3850535
4 July 21		2035319	3900 -	1645319
5		10620390	15600 -	9060390
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Trinidad & Tobago Tourist Board

1/19/72 - 7/19/72

Disbursements

1972	Name	Purpose	Amount	Total
1	Feb 8 Finley Stat Service	Photostats	4109	
2	11 Frank Knight Associates	Art Work	208-	
3	18 National Research Bureau	Publication	9693	
4	15 Richard A. Lowey	Photos	45-	
5	Mar 9 Millie Brown	Expense	2-	
6	14 Brown's Reproduction Serv.	Reproductions	3306	
7	Burrelle's Press Clipping Serv.	Press Clips	7064	
8	Ted M. Levine	Expense	4995	
9	15 Media Distribution	Printing	3813	
10	Morningside Press Inc.	"	1862	
11	York Directions	Photostats	589	
12	24 Millie Brown	Expense	399	
13	Apco Apeda Photo Co. Inc.	Photos	17067	
14	Apr 10 Condé Nast Publication	Space	47897	
15	17 Emanuel T. Ellenis	Expense	7208	
16	Burrelle's Press Clipping	Press Clips	6238	
17	18 Brown's Reproduction	Reproduction	154	
18	Media Distribution	Printing	53782	
19	Prismatic Engraving	Engraving	20461	
20	Martin Radner	Art Work	50-	
21	Reeves Video	Radio Tapes	215-	
22	Trinidad & Tobago Ch. of Com.	Membership	4250	
23	20 British West Indies Airline	Fare	262-	
24	Millie Brown	Expense	7022	
25	Norton Studios	Public Relations	153325	
26	Wide World Photos	Photos	95-	
27	Reeves Video	Radio Tapes	50-	
28	Emanuel T. Ellenis	Expense	5939	
29	Frank Knight	Expense	17825	
30	Ted M. Levine	Expense	3580	
31	NY Amsterdam News	Space	52360	
32	May 1 Travel Trade	"	37068	
33	5 Emanuel T. Ellenis	Expense	3-	
34	American International Travel	Publication	3-	
35	NY Amsterdam News	Space	52360	
36	Antillean Caribbean Echo	"	37318	
37	National Graphic Service	Printing	5984	
38	Travel Agent Magazine	Space	39157	
39	Prismatic Engraving	Engraving	6629	
40	9 Hartford Courant	Space	28455	
Total Forward				733301

Trinidad & Tobago Tourist Board

1/29/72 - 7/29/72

Disbursements

1972	Name	Purpose	Amount	Total
1	May 9 N.Y. Travel Writers Assoc.	Representation	55-	
2	"	"	55-	
3	11 Boston Globe	Space	79302	
4	Burrelle's Press Clipping	Press Clips	6575	
5	15 Cardinal Type Service	Adv. Production	56-	
6	Finley Stat Service	Photostats	916	
7	Holiday Publishing	Space	103619	
8	Mark D. Nag Inc.	Advertising Prod.	1930	
9	National Graphic Service	Printing	3513	
10	Diners Club	Expense	144-	
11	Clyde C. Namsoo	"	20-	
12	The New York Times	Space	31242	
13	Mary P. Norton	Public Relations	125-	
14	Norton Studios	"	115480	
15	Philadelphia Newspapers	Space	95628	
16	Prismatic Engraving	Engraving	130871	
17	The Star Ledger	Space	53625	
18	The Washington Post	"	89098	
19	16 Olin Eckstine	Entertainer	26650	
20	19 Millie Brown	Expense	8-	
21	Ted M. Levine	"	320	
22	Amalgamated Publisher	Space	265017	
23	26 Ted M. Levine	Expense	4180	
24	Baltimore Sun	Space	65688	
25	National Graphic Serv.	Printing	14688	
26	Travel Trade	Space	37068	
27	Wide World Photos	Photos	45950	
28	Professional Camera Serv.	Public Relations	3825	
29	Manger Windsor Hotel	Lodging	24757	
30	Ziff Davis	Space	79551	
31	Time Inc.	"	350693	
32	WWRL, Inc.	"	459-	
33	June 2 WLIB Harlem Radio	"	61030	
34	5 Earl G. Graves Publish.	"	199503	
35	Johnson Publishing (Ed.)	"	1676-	
36	National Graphic	Printing	4273	
37	14 Amalgamated Publishers	Space	187525	
38	16 Millie Brown	Expense	2310	
39	Brown Letter	Printing	2880	
40	Burrelle's Press Clipping	Press Clips	6950	
	Total Forward			2775687

Trinidad & Tobago Tourist Board

3

1/19/72 - 7/19/72

Disbursements

1972	Name	Purpose	Amount	Total
1	June 16 Erecar Inc.	Aire	264 -	
2	Essence	Space	524 79	
3	Hartford Courant	"	304 88	
4	Media Distribution	Printing	293 03	
5	The New York Times	Space	6226 08	
6	National Graphic	Printing	5744	
7	Ph. Ladelphia Newspapers	Space	956 88	
8	Ted M. Levine	Expense	9 -	
9	N.Y. Amsterdam News	Space	332 -	
10	Print-O-Matic	Printing	268 50	
11	Prismatic Engraving	Engraving	440 13	
12	Rapid Messenger	Messenger	7 15	
13	R.C. A. Global Commun.	Cablegram	11 27	
14	Reeves	Radio Tapes	101 88	
15	Star Ledger	Space	536 45	
16	Baltimore Sun	"	656 88	
17	WCBS Newradio	"	1353 40	
18	Washington Post	"	890 98	
19	WLBS Harlem Radio	"	406 30	
20	WWRL Inc.	"	693 60	
21	Wide World Photos	Photos	368 50	
22	✓ Boston Globe	Space	932 96	
23	Earl G. Grimes Publish.	"	1995 03	
24	Mary Norton	Public Relation	125 -	
25	Norton Studios	"	207 55	
26	Ziff-Davis Publishing	Space	795 51	
27	✓ 17 N.Y. Amsterdam News	"	332 -	
28	July 6 " "	"	332 -	
29	10 Baltimore Afro America	"	824 67	
30	Boston Globe	"	932 96	
31	Burvelle's Press Clipping	Press Clips	65 -	
32	Ted M. Levine	Expense	1190	
33	Media Distribution	Printing	2786	
34	Amalgamated Publishers	Space	1184 86	
35	The N.Y. Times	"	1576 52	
36	Star Ledger	"	536 45	
37	WLBS Radio	"	244 80	
38	Washington Post	"	774 35	
39	WNEW Radio	"	935 -	
40	Watchtower	Newspaper Copies	50	
	Total Forward			26515 34

Trinidad & Tobago Tourist Board

1/19/72 - 7/19/72

(4)

Disbursements

1972	Name	Purpose	Amount	Total
1	July 14 Mary Norton	Public Relations	125-	
2	Norton Studios	"	955-	
3	Ted M. Levine	Expenses	1475-	
4	Millie Brown	"	26-	
5	Johnson Publishing (Ebony)	Space	1676-	
6	Philadelphia Newspapers	"	956.88	
7	WWRL, Inc.	"	1292-	
8	WLBB-WBLS	"	374-	
9	Millie Brown	Expense	21-	
10	N.Y. Amsterdam News	Space	662-	
11		Page #		610203
12		1		733301
13		2		2775687
14		3		2651532
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